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B – 1710

Reg. No. :

Name :

**Fifth Semester B.B.A. Degree Examination, November 2016
(Career Related First Degree Programme Under CBCSS)
Group 2(b)
Elective Course
BM 1561.2 : CUSTOMER RELATIONSHIP MANAGEMENT
(2014 Admn.)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

I. Answer **all** questions in **one** or **two** sentences. **Each** question carries **one** mark.

- 1) CRM
- 2) Customer profitability
- 3) Public relation parties in hotels
- 4) Guest History Card
- 5) Call centre
- 6) Event
- 7) Analytical CRM
- 8) Data analysis
- 9) Managing customer relationship
- 10) Food festivals.

(10×1=10 Marks)

SECTION – B

II. Answer **any 8** questions. **Each** question carries **2** marks.

- 11) What are the opportunity management in CRM ?
- 12) What do you mean by sale in CRM ?
- 13) What is marketing planning in CRM ?
- 14) What is customer service in CRM ?
- 15) Distinguish supply chain management and customer relationship management.

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- 16) What is sales force ?
- 17) Define data bases.
- 18) What is business plan ?
- 19) What is E-Business ?
- 20) What is complacency ?
- 21) Who is a supplier ?
- 22) Who is a customer ?

(8×2=16 Marks)

SECTION – C

III. Answer any 6 questions. Each question carries 4 marks.

- 23) What are the six stages in the customer care life cycle ?
- 24) Define customer satisfaction and discuss how companies attract new customers and retain them.
- 25) Write a note on strategic perspective of CRM.
- 26) What are the key benefits of CRM ?
- 27) Explain evolution of CRM.
- 28) Explain importance of CRM.
- 29) List and elaborate data mining benefit.
- 30) What are the major support and challenges the organization faces in implementing a CRM system ?
- 31) Discuss various tools of E-CRM with suitable examples.

(6×4=24 Marks)

SECTION – D

IV. Answer any 2 questions. Each question carries 15 marks.

- 32) What are the seven building blocks of CRM and explain with examples.
- 33) Discuss various types of CRM initiatives.
- 34) Maintaining customer loyalty is your top priority, but how to do it ?
- 35) Discuss the main objectives and need for customer relationship management.

(2×15=30 Marks)